

USA DANCE L.A.C. – JULY 11, 2011 BOARD MEETING - MINUTES

Call to order at 7:00 by meeting Facilitator David Pierce

Roll call: present were Jerry Hernandez, Herb McGurk, Reina Bibber, Nancy Rincon, Livia Squires, James Woo, Marilyn Tucker, Dave Pierce, Alexandra Caluen, Charles Edelsohn, Kent Lowell.

Acceptance of Minutes from June 13, 2011 meeting (with comment from CE).

Treasurer's Report: delivered by Reina Bibber

President's Report: delivered by Herb McGurk

Business conducted electronically:

Charles researched the issue of ASCAP and made the following motion:

To obtain ASCAP Music Licensing we shall provide to Efrosyni Iosiphidis, National USAD music licensing expert, our Chapter number, mailing address, area we serve, and the number and dates of events through the end of the year. She will fill out a contract she has negotiated with ASCAP authorizing a Chapter to play ASCAP music at specific events. The contract will be forwarded to Lydia Scardina who signs as President of the Corporation. At that point it is binding and we will be billed \$24.xx per event and our treasurer is authorized to pay the bill. A copy of the contract will be mailed to us. (By our By Laws, no local officer or director is allowed to sign a contract binding the Corporation.) Next year we will have to repeat the process.

Alexandra seconded.

Votes in favor, received by email as of 6-24-2011: 6.

Motion passed.

Motions presented for vote at the meeting:

	Motions Submitted	Date & Originator	Resolution
	<i>Text of previous Motion for Reference re: 1 & 2</i>		
	Motion to adopt the de facto priorities based on previous decisions of the Board as defined by the eight committees contained in the Ad Hoc Committee report, subject to review by the Exec Comm to assure congruence with the priorities to be determined (passed)		
1.	Policy: the Executive Committee and Dance Committee shall be Standing Committees of USA Dance Los Angeles County Chapter No. 4031, the Executive	6-16-11, AYC HM 2nd	5 in favor 2 opposed 2 abstained

	Committee comprising at least all four Officers and the Dance Committee including at least one Officer.		PASSED
	Intent: to guide future Boards by clarifying that the establishment of an Executive Committee and a Dance Committee is deemed necessary for the operation of the Board and for the management of the chapter's principal activity.		
2.	Policy: any Committees proposed by Directors during any given term shall be characterized as Ad Hoc Committees, which may be established or dissolved at any time during a given term by Board approval of any Director's proposal.	6-16-11, AYC No 2nd	FAILED
	Intent: to guide future Boards by clarifying that the establishment of Committees other than Executive and Dance shall be at the discretion of the current Board, in the service of the Directors' and the Chapter's members' current interests and activities, and not predefined by, e.g., actions of a previous Board.		
3.	Business: Fall Showcase Proposal is submitted for approval by the Board	7-6-11, AYC MT 2nd	6 in favor 3 abstained PASSED
4.	Business: DanceSport Committee announcement and agenda is submitted for approval by the Board	7-6-11, AYC 2 nd unrecorded	8 in favor 1 opposed PASSED
5.	Policy: That each Committee, and/or ongoing activity, establish a set of performance metrics approved by the Board, and that each provide a self evaluation of performance against the metrics to the Board, quarterly. Metrics must include both performance of mission and financial performance.	7-8-11, CRE NR 2nd	7 in favor 1 opposed 1 abstained PASSED
6.	Policy: That the Board and Chapter must operate under a Financial Plan which predicts a positive cash flow for the remainder of this year and a positive cash flow, on an annual basis, in succeeding years. The Financial Plan is to be updated at least quarterly and performance compared to the plan at each regular Board meeting.	7-8-11, CRE KL 2nd	4 in favor 2 opposed 3 abstained FAILED
7.	Policy: Effective with the July 24, 2011 dance, the Chapter will offer free admission to dances and showcases for up to 15 volunteers (per event), including setup, front desk, and dance host volunteers; such volunteers to be on hand at setup or within the first hour, unless pre-arranged to take a later shift, and to serve at least two hours in exchange for free admission.	7-9-11, drafted by Executive Committee; AYC; HM 2nd	5 in favor 3 opposed 1 abstained PASSED
	Intent: to establish clear and consistent policy for dealing with volunteer admissions.		

8.	Business: Effective immediately, the Chapter website will accept advertisements, at rates to be determined by market research, from vendors to be approved by the Board.	7-9-11, drafted by Executive Committee; AYC; MT 2nd	8 in favor 1 opposed PASSED
	Intent: to generate revenue to cover chapter communications expenses.		
9.	Policy: Motions submitted less than 48 hours before the meeting may be discussed at the meeting.	7-11-11, DP AYC 2nd	3 in favor 1 opposed 5 abstained FAILED

New Business:

Dave Pierce presented a volunteering chart for the purpose of recruiting. Additions solicited with the intention of publishing the chart on the website, newsletter, or both.

Dave Pierce presented a brainstorming invitation for the purpose of distinguishing Chapter events. Additions solicited with the intention of forwarding the suggestions and recommendations to the Dance Committee.

Marilyn Tucker presented information on National Dance Day (July 30) and inquired if our website can feature an announcement regarding local associated events. Known events: Six Flags; Boogie Down the Boardwalk; Hype Studios; Rhythm Room.

Alexandra Caluen presented summary of Executive Committee discussion re developing a printed program for the Fall Showcase. General discussion of advertising policies, agreement reached to begin development.

Subsequent to meeting – Charles Edelsohn presented a brainstorming invitation for the purpose of generating revenue enhancement approaches. Additions solicited.

Unfinished Business:

Charles Edelsohn inquired whether Herb had received ASCAP contract from Efrosyni Isophidis. Subsequent to meeting Herb confirmed contract has not been received; correspondence received from National indicating a National contract is in preparation.

Carried over: Question of quarterly event/attendance reports requested by National for submission to BMI . HM accepted the action item to prepare and submit the quarterly reports.

Carried over: Question of UCLA clubs partnership for promotion/mutual benefit. DP accepted the action item to forward UCLA correspondence to the Board.

<i>Open Action Items</i>	
Begin developing a collegiate information package re: ballroom dance programs	2-7-11, AYC/JH
Develop/set policy on promoting workshops and classes	2-7-11, Exec Comm
Request credit card processing system details from Treasurer	3-7-11, CE
Flesh out ideas for programming (dances)	3-7-11, KL
Begin volunteer log (dances)	3-7-11, NR
Proceed with use of Questionnaires re: dancer feedback	4-11-11, CE & NR
Develop advertising program per agreement in principle: to develop a 'For Fee' advertising program; placement of ads on website, in newsletter and/or special email blasts; Program to describe how/where ads will be placed, costs of program, pricing and potential revenue, net, etc.	4-11-11, no personnel assigned
Load Conference videos on DropBox	4-11-11, JH
Inquire of National re: policies on criteria for BOD membership	4-11-11, HM
Order new banner	4-11-11, no personnel assigned
continue investigating liability insurance issues	6-13-11, CE
prepare 2011 committee plans and allocation-of-funds requests (if any), for submission at August meeting (completed by Showcase, DanceSport, Outreach, and K-12)	6-13-11, all Committee chairs

END OF BUSINESS, 8:50

Meeting continued with committee reports and discussions. (go to next page)

New action items:

Write up National Dance Day information for website – no personnel assigned.

Prepare ad rates summary for showcase program – AYC/HM. (HM completed and provided to Board for comment)

Cancel August 14 date at CCVMA and investigate holding dance (same date) at Regency Ballroom – JW. (Completed)

Investigate printing/duplication options for K-12 trifold and/or DVD – JH.

Scour personal archives for slideshow photos – ALL.

Provide copy of membership roster to Livia – AYC/HM (AYC completed)

Provide finalized Fall Showcase information and forms to Livia – AYC (Completed)

Provide DanceSport Kickstart to Livia – AYC (Completed)

Provide 2011 BOD meeting minutes to Livia – AYC (Completed)

Develop performance metrics for approval by the Board – ALL COMMITTEES except DanceSport (already done).

Appended separate document: Treasurer's 2011 Projection with YTD Actual figures; Committee Reports – Dance; Outreach; K-12; Communications; Ad-Hoc Finance.

Next meeting set for **August 8**, same time and location.

Meeting adjourned at 9:30.